

7 KEYS TO PERSONAL BRANDING

What does Oprah Winfrey, Tiger Woods, Michael Jordan, Donald Trump or Bill Gates have in common?

They are all influential personalities. They are their own brand enjoying success in their chosen field.

While branding has, in the past, been always associated with companies, these days, personal branding has taken on an important role in the marketing world making it essential to attaining personal and business success. It is this same positioning strategy behind the world's most admired and influential individuals like Oprah, Bill Gates and the rest.

Do you have a brand that you can call your own?

Authors, marketing consultants, fresh graduates, doctors, dentists, accountants...the list goes on for individuals struggling to make themselves stand out in this thickly populated world called business where competition is to be expected.

The thing is, according to communications experts, marketing gurus and [Business Development](#) specialists, competition can be eliminated by establishing yourself as a unique brand. Distinguishing yourself from the rest and creating your niche can ultimately create more opportunities for growth and success.

Here are the steps to create your own personal brand and the strategies that go with it:

1. It all starts looking within. List down your skills, your passion, and your specialisation.
2. How are you perceived by other people? This involves personal friends, professional relationships, and of course, online reputation (Google your name and you'll be surprised!)
3. Set your goal and objective. Ask questions like, what products or services can I offer? With this, identify the specific or target audience for your product or service and how you plan to communicate it.
4. It's time to create your brand. Involve emotions in your words, images and storytelling.
5. Create your online and offline communication system and network. Examples are creating your own blog, having social media accounts, actively participating in relevant groups and forums and attending social or networking events where you can meet influencers and learn from them.
6. Pay attention to online content and sharing. Make it original and make sure you share valuable contents that are likely to go viral.
7. Listen to your audience and monitor your brand. This is very important in maintaining a good relationship with the public and in sustaining a positive image for your brand. Invest in necessary software tools, if possible.

Creating a strong personal brand is essential in driving your career or profession to new heights. Focus on personal branding and you get more genuine business. [Wisdom Thesis](#) is worth checking out for more help regarding this.

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